



DEPARTMENT OF THE ARMY
HEADQUARTERS, ARMY RESERVE MEDICAL COMMAND (AR-MEDCOM)
2801 GRAND AVENUE
PINELLAS PARK, FLORIDA 33782

REPLY TO
ATTENTION OF:

AFRC-RMC-PA

5 January 2010

MEMORANDUM FOR Headquarters, U.S. Army Reserve Command, Army Reserve Public Affairs, ATTN: AFRC-PA, 1401 Deshler Street SW, Fort McPherson, GA 30330-2000

SUBJECT: Army Reserve Medical Command (AR-MEDCOM), Community Relations, Special Event Category, 2009 LTC Wetzel "Scoop" Brumfield Excellence in Journalism and the 2009 Department of the Army Keith L. Ware Competition.

1. Letter of endorsement from higher headquarters. As we are at the headquarters of a MSC to USARC, plan was briefed at our Chief-of-staff meeting and approved verbally permitting me to recruit other Soldiers within the HQ staff to assist (PAO CoS meeting notes enclosed).

2. Table of contents.

- a) Initial marketing letter to the schools in the Pinellas County Fla., advertising presentation idea.
- b) Follow-up letter to the assembly coordinator at the schools.
- c) Copy of AR-MEDCOMs CoS notes
- d) Copy of the presentation briefed to the high school students.
- e) Copy of script that presenters used to convey the history of the Army Reserve (in addition to information on their own careers.
- f) Three photos from the presentations.

3. Research

- a) PAO had made inroads with area schools in Pinellas County, Fla. after presenting a 100th anniversary presentation to many of them in 2008.
- b) Researched the Pinellas County school board for a current list of schools and principals in our region.
- c) PAO researched VA data bases as well as local veterans' statistics to create presentation.
- d) Researched Army Reserve history and used that to develop "actor's" scripts.
- e) Planning started approximately two months out. Letters were drafted to all high schools within a 30 minute commute of our duty station. Five schools responded showing an interest in the program for an assembly period during the week of veteran's day. Individual appointments were set up with the interested schools, were copies of the scripts were shown and samples of the video presentations were left behind for the principle to review.
- f) Old uniforms (WWI to present) were secured approximately 30 days out and two rehearsals were completed one week before the presentations.
- g) Our short term goal was simple to get them message to today's veterans into the schools, were many could be at war themselves within 1-2 years. We were hoping for a 25% positive response rate from the schools we contacted which potentially would have gotten us an audience with 17,000 high school students.
- h) Long-term goal was to generate questions, educated, possible utilize the ARAP program to assist students with follow-on questions and ideally, be invited back for future assemblies.

4. Planning

- a) Planning consisted of recruiting fellow Soldiers to play actors in the presentation and talk about their experiences in the Army Reserve. We recruited fellow Soldiers of all race, age and sex, to show the diversity of today's Army Reserve.

AFRC-RMC-PA

SUBJECT: AR-MEDCOM), Community Relations, Special Event Category, 2009 KLV

- b) Our key communication message we were trying to stress is today's veterans are of the same age demographic as the students we were speaking to. We wanted to break the stigma that all veterans were "old guys down at the VA." Our main tactic was to "hit them in the heart," informing them that their demographic is one of the hardest hit in the war as far as KIAs and WIAs. We wanted to make sure they knew the dangers if they were considering a military career. We wanted to stress that they in a few short years could be veterans themselves. We also wanted to promote gratitude amongst our teenage audiences that may not be directly affected by the GWOT.
- c) Our budget was \$1,000 used to purchase the era uniforms worn by the actors. We felt it gave some authenticity to the part of history they were speaking about. Other resources, such as hand outs, were acquired internally from different staff sections. Transportation was local and provided through GSA vehicles.
- d) Our goal: With so many of our WWII Veterans dying, many teenagers of today are not directly affected by our conflicts. They do not have anyone they know personally in our all-volunteer service. Our presentation will show them what they have gained from our Reserve Soldiers and will hopefully instill a sense of greater gratitude amongst them.

5. Implementation –We offered a two week window around Veteran's Day for schools to pick and choose the best date for their assembly. PAO prepared the scripts, briefing and videos to fit within a 30-45 minute period. We arranged AV support and changing facilities at each school by submitting our needs to them in advance. Upon traveling to the school together, each Soldier changed into their era uniforms. PAO was the lead commentator, narrating the school through the presentation and introducing each support Soldier. After the completion of the presentation, students were offered hand-outs and a chance to ask questions and interact with the Soldiers. We packed up and traveled to the next school.

6. Evaluation – Out of the 17 schools contacted we made seven presentations to an estimated 2,000 students over three days, 12% of the high school students in the area. This was lower than our goal of 25%, but was successful non-the-less. Enclosed are two emails received from one of the schools that hosted us.

7. POC: MAJ William Ritter, AR-MEDCOM PA Office, 1-727-563-3730, E-mail: william.ritter@us.army.mil.



WILLIAM D. RITTER
MAJ, AG, USAR
Chief, Public Affairs

Encls.

- a) Initial marketing letter
- b) Follow-up letter
- c) Copy of AR-MEDCOMs CoS notes
- d) Copy of the presentation briefed
- e) Copy of script that presenters used
- f) Three photos from the presentations.
- g) Thanks you emails



DEPARTMENT OF THE ARMY
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REPLY TO
ATTENTION OF: PUBLIC AFFAIRS OFFICE

September 24, 2009

Tarpon Springs High School
1411 S Gulf Road
Tarpon Springs, FL 34689-2714
Kent Vermeer, Principal

Principal Vermeer,

My name is Major William Ritter. I am a Public Affairs Officer stationed here in Pinellas Park, with the Army Reserve Medical Command. Though I work for the Army Reserve, I am an Active Duty Soldier. A Public Affairs Officer in the Army is similar to a Public Relations firm in civilian life. We interact with the media and community around us.

It is that reason I write to you. My office is planning a Veterans Day presentation about 30-40 minutes in length and we'd like to present it to your school during an assemble.

It is not a recruiting presentation, it will touch on the Army Reserve's history as well as a general patriotic theme.

With so many of our WWII Veterans dying, many teenagers of today are not directly affected by our conflicts. They do not have anyone they know personally in our all-volunteer service. Our presentation will show them what they have gained from our Reserve Soldiers and will hopefully will instill a sense of gratitude amongst them.

We will also t-shirts, hats and other items to hand out as "thank yous" and "reminders" to support our military.

If you are interested in our presentation, I'd be glad to meet with you and go over more specifics. We are looking to present our show during the weeks of November 3-14. If you already have a Veterans Day activity planned, we are also available the week before Thanksgiving.

Thank you for your consideration. I look forward to speaking with you on this. You can reach me 727-563-3730 or william.Ritter@us.army.mil.

WILLIAM D. RITTER
Major, United States Army Reserve
Public Affairs Officer



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2801 GRAND AVENUE
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REPLY TO
ATTENTION OF: PUBLIC AFFAIRS OFFICE

October 9, 2009

Dixie Hollins High School
4940 62nd Street N
St Petersburg, FL 33709-3336

Ms Miller,

It was nice talking with you yesterday. I am looking forward to your Great American teach-in.

Till then, I have enclosed a sample of the script we are working from and the video we'd show in the middle. It is just a sample. As mentioned, we are not "actors" we are Soldiers. We will not be memorizing the script, just talking about that general topic.

The plan is to have seven Soldiers dress up in different Army uniforms since the Army Reserve's inception and talk about its participation in our nation's wars. We will incorporate the video enclosed as well as some music.

Please call me if you have any questions regarding our proposed presentation.

Thank you for your consideration. I look forward to speaking with you some more. You can reach me 727-563-3730 or william.ritter@us.army.mil.

WILLIAM D. RITTER
Major, United States Army Reserve
Public Affairs Officer



AR-MEDCOM

CHIEF OF STAFF MEETING AGENDA 7 OCT 2009

Administrative Notes:

1. Agenda items will be emailed to Ms. O'Neal NLT 1200 on the Monday prior to the meeting. Please "cc" SFC Vegamartinez.
2. To update your notes, simply type in your box and forward as an attachment to Ms. O'Neal.
3. If not received by the suspense, your notes box will be left blank.
4. Meetings are every Tuesday at 0900 in the Command Conference Room.

STAFF SECTION ISSUES:

Public Affairs Office (MAJ Ritter):

ISSUES:

INFORMATION:

- 1) Recent media stories:
- 2) Color Guards:
 - a. NONE SCHEDULED CURRENTLY
- 3) Community Relation Events:
 - a. Tampa Bay Lightning "Lightning's Hero Program" will honor seven AR-MEDCOM Soldiers and their families (who have mobbed/deployed) at games between OCT 21 and April 9th.
 - b. Speaker - Freedom Elementary School's Veteran's Day Ceremony in Bradenton, FL, November 12, at 9:00 a.m.
 - c. Veteran's Day presentation – November 6th Bayside High School, Clearwater
- 4) Soldier recognition

TDY/Leave:

MSG Ramos: 13 OCT HOLIDAY, 14 OCT DONSA DAY, 15-30 OCT LEAVE;
MAJ Ritter: 10 OCT DONSA DAY, 13 OCT HOLIDAY, 17 OCT, 20 OCT LEAVE;

Good Morning Dixie Hollins High School



Welcome to Veterans Day Remembered



Musicians in the Army?



The Army
Reserve
Contributes
Over 120 Job
Skills To
Mother Army



On your feet!

The Star Spangled Banner.



We Are Here Today To
Say **Thank You** For
Your Support. And To
Encourage You To
Thank Any Soldier,
Sailor, Airman Or
Marine You See This
Veterans Day
Season



No Matter Who **Your
Family Voted** For

No Matter What You
Personally Think Of
The War On Terrorism

You Need **To Thank**
Those In Uniform



Free To Peacefully
Riot In The Streets

You're Speaking
English Today, Instead
Of German Or
Japanese



ALL
BECAUSE
OF VETERANS!



Veterans Day Is Time
To Say Thank You.
Say Thank You To The
36 Million Men And
Women Who Have
Served Since WW2.



Say Thanks To The
600,000 Plus
Families That Have
Lost Loved Ones
Since WW2.



Since Most Of **You**
Where Born, We
Have Had **Two**
Wars. The Persian
Gulf War And The War
On Terrorism.



3.5 Million Men And
Women Who Have
Served In Those Two
Wars So Far.



Over 6,500 Men And
Women Have Died
In The Name Of
Freedom And
Democracy Since You
Have Been Alive.

Over 4,000 Of Those
In Iraq And
Afghanistan



Another 1.5 Million
Men And Women Have
Been Wounded In
Our Nations Wars Since
WWII.

33,000 Of Those Have
Been Wounded In Iraq
And Afghanistan



Defending Your Right
To Do, Say, And
Act The Way You
Desire Within The
Confines Of Our
Freely Elected And
Voted On Laws.



Veteran's Day **Is Not**
About **Politics**, It's
About **People**.

It Is About
Remembering
The Sacrifice



Defending What We
As A Society
Sometimes Take For
Granted.



There Are Over
15 Million
Veterans Living
Today.

Thank Them While
You Have A Chance.

They **Will Not** Be
There Forever!



Who Knows
Who Frank
Buckles Is?



Frank Buckles?



He Is The **Last**
American Veteran From
World War I.

He Is **108 Years** Old.



He Joined The Army
When He Was 16 To
Fight In Europe.

How Many Here
Are 16 Or Older?



We Must Thank
Them Today For
Their Willingness To
Do The Impossible,
With Next To
Nothing, In
Conditions We
Cannot Fathom
From The Comfort Of
Our Living Rooms.



All Of These Stats
I Just Gave You
Do Not Even
Include The Number
Of Soldiers Who
Fought And Died
In WWI



What Some Of Those Soldiers Have Done Over The Years!



Video

“Every Generation”

That Video **Was Not**
Made By The **Army.**

A **Private Citizen**
Made it After 9-11



The Video Shows...

- That **Regardless Of The War.**
- Regardless Of The **Generation.**
- Soldiers Are All **The Same.**
- Same Fears, Hopes, And Dreams For Our Families



The Song "American Soldier" Says It Best



How Does This **Affect** **You?**

- All **Volunteer**
Military.
- 27,000 Of All
Soldiers Serving
Overseas On Active
Duty Right Now
Are Citizen Soldiers



They Are Average Citizens

1. Just Like You
2. Have Jobs,
3. Go To School,
4. Have A Family.
5. Our Country Needs Their Expertise.



Finally

28% Of All Soldier
Casualties In Iraq
Or Afghanistan Are
Between The Ages Of
18-22.



Why I tell you this...

1. To **Inform**, not scare
2. To ensure you **know the possibilities** if you're considering being a Reserve Soldier today.
3. Your **age** is today's veterans, not just old people.



If you're considering the
military remember...

Every Soldier Is **An
Infantryman First.**

Man Or Women. We
Learn To **Fight First,**
And Then We Learn Our
Specialty.



3 Public Affairs
Officers And 37
Reporters **Have
Been Killed** During
The Global War On
Terrorism Trying To
Report The News
To You Back Home.



Let's Meet Some
Other Reserve
Soldiers And Find
Out What They Do
For The Army





- Representing **WWI** – We Have MSG Rosita France
- Representing **WWII** – We Have MSG Enid Ramos-Mandell
- Representing **The Korean Conflict** – We Have MSG Nellie DeArmond,
- Representing **The Vietnam War** – We Have SFC Eliza Solis
- Representing **Persian Gulf War** We Have LTC Paul Linzey,
- Representing The Army Reserve During **Somalia, Haiti, Bosnia & Kosovo** We Have SGT Eric Jones,
- Representing The **Iraq And Afghanistan Wars** we have SGT Terrance Lackey,
- And I am MAJ William Ritter.



The Army Reserve
Has Played A Part In
Every War Since
Its Inception As A
Medical Corp In 1908.



The Army Reserve
Contributes Over
120 Job Skills To
Mother Army.

What Are Your Questions?

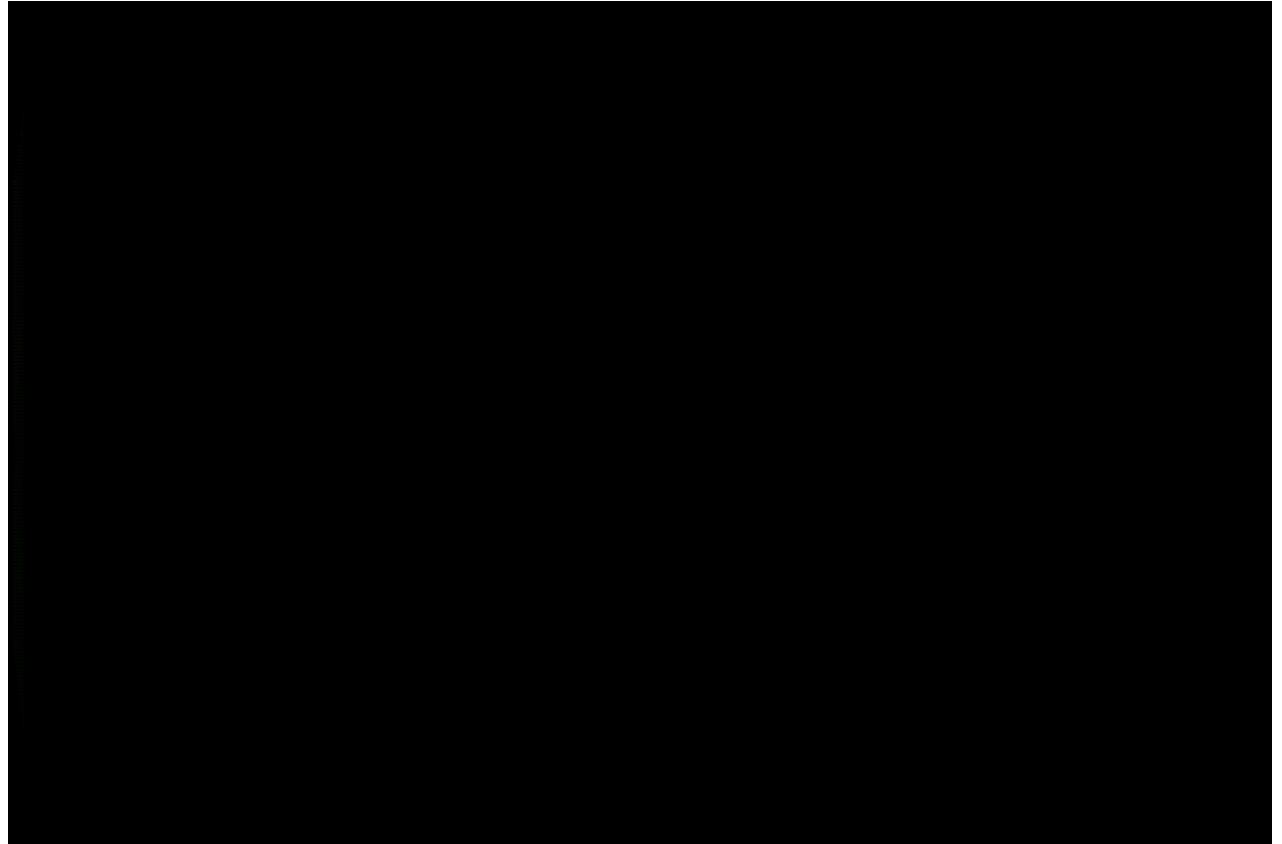


I Encourage You To
Get Out There And
Thank A Veteran.

Less Than 1% Of
The United States
Population Serves In
The Military That
Protects It.



Video



If you have any other **questions** and you or your parents **do not** want to talk to a **recruiter**, ask your teacher about the **AR-RAP** program.



We will leave contact information with him.

Thank You For
Your Time.

As You Leave There Are
Souvenirs.

You Are Welcome To
Take Something If
You Like.



REPRESENTING WWI –

WE HAVE **LT COL. PAUL LINZEY**, ARMY RESERVE CHAPLAIN

“ AS A CHAPLAIN I AM RESPONSIBLE FOR.....”

“I HAVE BEEN A MEMBER OF THE ARMY RESERVE FOR___ YEARS.”

ADDITIONAL SCRIPT TO PRESENT AFTER YOUR PERSONAL INFO:

On April 23rd, 1908, the Army Reserve was established by Congress as the Medical Reserve Corps. This group of 160 doctors was formed to provide medical capabilities to the Army. Over the past 100 years, the Army Reserve has significantly expanded beyond its medical mission to become the successful organization that today leverages civilian skills and patriotism to support our nation’s military campaigns and missions.

In 1914, During the First World War, more than 160,000 Army Reserve Soldiers served on active duty in every division of the American Expeditionary Force, including the Regular Army

REPRESENTING WWII –

WE HAVE **SFC WANDA KINCAID**, AN [INSERT MOS HERE AND A BRIEF DESCRIPTION OF IT.]

“ AS A [___] I AM RESPONSIBLE FOR.....”

“I HAVE BEEN A MEMBER OF THE AR FOR___ YEARS.”

ADDITIONAL SCRIPT TO PRESENT AFTER YOUR PERSONAL INFO:

In 1939, At the start of the Second World War, only 2,700 Reserve officers were serving on active duty. Within one year, that number jumped to 57,000. By the end of the war, more than 200,000 Reserve Soldiers were on active duty, serving on every front. Roughly a quarter of the Army officers serving during the war were Army Reserve officers.

Among the notable Army Reserve heroes of World War II were Lieutenant General James H. Doolittle, who led the first air attack on Japan in April 1942

REPRESENTING THE KOREAN CONFLICT –
WE HAVE **SSG TERRANCE LACKEY** AN [INSERT MOS HERE]

“ AS A [____] I AM RESPONSIBLE FOR.....”

“I HAVE BEEN A MEMBER OF THE AR FOR____ YEARS.”

ADDITIONAL SCRIPT TO PRESENT AFTER YOUR PERSONAL INFO:

In 1950, Five years after the end of World War II, more than 240,000 Army Reserve Soldiers were called to duty for war in Korea. Seven Reserve Soldiers received the Medal of Honor for their heroism in combat.

For the first time, females were called to active duty in the Korean War. Army Reserve nurses served in hospitals close to the front lines in Korea, including the famous Mobile Army Surgical Hospitals—or MASH units.

The women reservists of the Korean War answered the call to duty and performed well, setting the stage for an increased role for women in the Army Reserve.

REPRESENTING THE VEITNAM WAR –

WE HAVE **SFC ELIZA SOLIS** A [INSERT MOS HERE]

“ AS A [____] I AM RESPONSIBLE FOR.....”

“I HAVE BEEN A MEMBER OF THE AR FOR____ YEARS.”

ADDITIONAL SCRIPT TO PRESENT AFTER YOUR PERSONAL INFO:

Starting with the Berlin Crisis in 196, More than 69,000 Army Reserve Soldiers were called to action. The Reserve also stood ready to answer the nation’s call during major events, including the Cuban Missile Crisis. Forty-two Army Reserve Units were mobilized in 1968—35 of these units went to Vietnam.

In earlier years, the mission of the Army Reserve was to serve as a “strategic” force; however by the end of the Cold War and Vietnam War, the role of the force was quickly evolving into an “operational” ready force.

REPRESENTING PERSIAN GULF WAR
WE HAVE **LTC COL LINDA MOORE, A TRAMA NURSE.**

“I AM A TRAMA NURSE. I”

“I HAVE BEEN A MEMBER OF THE ARMY RESERVE FOR___ YEARS.”

“ AS A [TRAMA NURSE] I AM RESPOSIBLE FOR.....”

ADDITIONAL SCRIPT TO PRESENT AFTER YOUR PERSONAL INFO:

In 1990 into 1991, Operations Desert Shield and Desert Storm led to the largest call for Reserve forces since the Korean War. More than 84,000 Army Reserve Soldiers from 647 units helped liberate Kuwait. Army Reserve Soldiers contributed significantly to the total Army’s success by providing the bulk of water purification and distribution.

The Army Reserve also provided civil affairs support, enemy prisoner-of-war handling, postal work, petroleum handling, military history, and psychological operations. Other participating Army Reserve units included chemical decontamination, transportation, military police, maintenance, and engineering. Army Reserve Soldiers were among the first to fight and were among the last to leave the desert.

REPRESENTING SOMALIA, HAITI AND BOSNIA
WE HAVE **MSG ENID RAMOS-MANDELL, A PHOTO JOURNALIST.**

“I AM A PHOTO JOURNALIST. I”

“I HAVE BEEN A MEMBER OF THE ARMY RESERVE FOR___ YEARS.”

“ AS A [PHOTO JOURNALIST] I AM RESPOSIBLE FOR.....”

ADDITIONAL SCRIPT TO PRESENT AFTER YOUR PERSONAL INFO:

In 1991, the Army Reserve establishment of the U.S. Army Reserve Command, responsible for command and control of Troop Program Units nationwide.

Since 1991, the Army Reserve has been engaged almost constantly around the world in combat, humanitarian and peacekeeping operations. Reserve Soldiers provided support in Somalia, Haiti, Bosnia and Kosovo.

MAJ RITTER

REPRESENTING IRAQ AND AFGANISTAN IS ME, YOUR MC, MAJOR WILLIAM RITTER.

I REPRESENT THE ARMY RESERVE OF TODAY. I HAVE SERVED SINCE 1987 AS A MILITARY POLICEMAN, AN AIR DEFENSE ARTILLERY OFFICER, A PHOTOJOURNALIST AND PUBLIC AFFAIRS OFFICER.

I REPRESENT THE 27,000 CITIZEN SOLDIERS SERVING AROUND THE WORLD RIGHT NOW. WITH THE LARGEST PERCENTAGES IN IRAQ AND AFGANISTAN.

SINCE 9-11, OVER 600,000 CITIZEN SOLDIERS HAVE ANSWERED THE CALL OF THEIR COUNTRY.







From: Weber David
To: Ritter, William D MAJ USAR ARMEDCOM Public Affairs
Subject: Thank You

Major Ritter,

I wanted to add my thanks for your presentation yesterday at Bayside High School. I also want to thank you and your fellow soldiers for your service to our country. I am a veteran of 5 years in the Army (Field Artillery), my eldest son is serving in the Navy (Pacific Fleet) and I have a nephew currently in the Army (El Paso). I appreciate your service and sacrifice.

Please be certain that most of the students you presented to listened and appreciated what you had to say. Unfortunately there are always a few who have limited social skills. We are trying to teach those skills too and continue to be hopeful that we will get through before they leave Bayside. Thank you for your patience with our students, most of them benefited from your presentation.

Sincerely,

David J. Weber
Technology Teacher
Bayside High School

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails." -- Mark Twain

From: Schuster Daryl

To: Ritter, William D MAJ USAR ARMEDCOM Public Affairs

Cc: Massey Mark; Deitchman Tanya; Fuller Patricia; Battani Leanne; Weber David;
Misner Karen; Aldissi Barbara; McIntosh Scott; Reid Danette; Boykin Otho;
Schuster Daryl

Subject: Pictures from USAR Veteran's Day Presentation

Greetings, here are a few photos from Thursday's Veteran's Day Presentation. I think it went very well. Major Ritter, we appreciate you and your crew coming to Bayside High School and doing this presentation, and especially the t-shirts and accessories you handed out. The students heard a great message and witnessed some dedicated volunteers who are serving the United States of America with pride.

Daryl W. Schuster
Social Sciences Chair
Bayside High School